

ABSTRACT

A method of automatically updating content on a web site. The method comprises accessing an update profile containing a named party, a named party URL, and an update frequency, determining whether web site content is due to be updated based on the update frequency, retrieving a copy of the web site content based on the named party URL, presenting the copy to the named party, receiving a revised copy from the named party, and updating the web site content based on the revised copy received from the named party. The update profile may further comprise a named party e-mail address, the copy of the web site content may be presented to the named party as an e-mail attachment, and the revised copy of the web site content may be received from the named party as an email attachment.